

Students pay for bookstore health item convenience

By Rod Murphy

It's Friday night and you're getting ready for a big date when suddenly you realize you're out of Ban Roll-on deodorant. What do you do?

Well, if you want to save money, you would hop in the car and drive to Treasure City, 27th and Highway 2, where you could buy your Ban for \$1.09.

However, if you're pressed for time or don't want to brave the elements, you could invest an extra 50 cents and buy the same product at either Nebraska Bookstore or University Bookstore for \$1.59.

In fact, on ten representative over-the-counter drug items, health and beauty aids, Treasure City offered a consistently better price than either campus bookstore.

The items included Maalox (12 oz.), Triaminic (12), Gillette Trac II (9), Tampax (40), Ban Roll-on (1.5 oz.), Barnes-Hind wetting solution (3 oz.), Vicks Formula 44D (3 oz.) Colgate Shaving Cream (12 oz.), Scope mouth wash (18 oz.), and Crest (3 oz.).

No outrageous profits

Managers of the campus stores said they are not making the outrageous profits the price difference might imply.

The reason for the higher prices at Nebraska Bookstore, according to manager John Wehr, can be accounted for in higher wholesale costs his store pays.

Larry Behrends, manager of the University Bookstore also cited higher wholesale costs for the price discrepancy.

Both campus stores buy drug, health and beauty items from Lincoln Drug, a local wholesaler.

They pay more since they buy in smaller quantities than a discount store, Wehr said. Neither campus store carries the inventory a full drug department handles. There is simply not enough demand, according to Wehr.

The campus stores handle health and beauty lines for the convenience of their customers, according to Behrends.

More convenient

Wehr said it is "foolish" to shop for a month's supply of health and beauty aids at his store. However, for the person who does not own a car or just needs a tube of toothpaste, his store offers convenience, he said.

Behrends said the margin of profit on these items is smaller than other merchandise since it costs more to buy wholesale.

Treasure City, on the other hand, is able to buy directly from the manufacturer at greatly reduced prices, according to David Teche, health and beauty department

manager.

Treasure City buys greater quantities which means lower wholesale costs, he said.

A discount store such as Treasure City is set up to attract large numbers of people through smaller mark-ups, he said. The high quantity of goods sold means the firm can buy larger quantities from the manufacturer. That means lower prices for the merchant and customer, he said.

Lower prices

Treasure City, like many chain operations, sells "house brands," or the same brands as nationally advertised items at a lower price.

The brand name for these items at Treasure City Drug is DeKoven.

One example of the price difference is aspirin. A bottle of 100 Bayer aspirin costs 97 cents at Treasure City. A bottle of 50 costs \$1.09 at University Bookstore. DeKovan brand aspirin costs 39 cents for 100.

Teche said the formulas are exactly the same for the two brands. However, Bayer is more expensive because of its national advertising budget.

Teche said he sells these items because a customer remembers a 60-cent savings and comes back.

"I'm not in business to screw customers," Teche said, "I'm in business to make friends."



Photo by Ted Kirk

Ten over-the-counter health items checked indicate prices are consistently higher at campus bookstores.

Students in semester crunch turning to counselors

By Mary Jo Howe

So you're thirteen chapters behind in history, you just found out that 20-page term paper for English is due tomorrow, and you haven't even bought your sociology book yet?

Don't despair, the Counseling Center and Mental Health Center officials say you are not alone.

The mid-to-end of the semester crunch is the rush season for the Counseling and Mental Health Centers, according to Katharine Brzezinski-stein, psychological counselor for the Counseling Center.

The influx begins about pre-registration time and continues through finals, she said.

Tensions from pre-registration, mid-terms, papers and worrying about falling behind in school, cause students to seek help, she said.

Pre-registration causes concern about what students will do with their lives, Brzezinski-stein said. It makes the student look into the future, which can be a scary thing, she added.

During mid-terms the students may experience anxiety from concerns that they are falling behind in school and because there often is pressure from school conflicting with work and extracurricular commitments.

Problems occur

It also seems to be a time when roommates get on each other's nerves and problems occur between boy and girlfriend, she said.

Brzezinski-stein said many students seek vocational counseling as well.

These students take a vocational interest inventory. They are also given career materials to help them make a decision about their career, she said.

For most students, the staff discusses their situation and then helps them to set priorities and organize their time, she said.

The counseling center sees about 75 to 80 students a week during the mid-term to finals period, Brzezinski-stein said.

The Counseling Center is open 8 a.m. to 5 p.m., Mon-

day through Friday. Students can make an appointment or walk in.

Business increasing

Dr. Carman Grant, a clinical psychologist at the Mental Health center said business began increasing about two weeks ago.

This is a stressful time of year, Dr. Grant said. Finals, trips home and dealing with families all contribute to the stress, she said.

"Most people think that finals week would be the most difficult time for students, but that does not seem to be the case," Dr. Grant said. "It seems that students have pulled themselves together by finals time."

Students who seek help at the Mental Health Center usually show signs of anxiety and depression resulting from academic pressures, Grant said.

A staff member may help the student simplify their life by suggesting they cut back on some of their activities. This could include work, extracurricular activities or course loads, she said.

Cutting back on activities seems to be a difficult thing for many students to accept, Grant said. They look at other individuals who are carrying big loads and are reluctant to set their own limitations, she said.

It is important that the student deal with the realities of their situation and stop making comparisons between themselves and others, she said.

Women Demos to campaign statewide to inform people of senators' low pay

Nebraska senators may be on the road to a salary hike, that is, if a group of Nebraska women get their way.

The Democratic Women of the Second Congressional District are planning a statewide campaign to alert Nebraskans to the low salaries senators receive, according to group chairman Mrs. Russel E. Clark.

Nebraska legislators earn about \$4,800 a year, she said, and receive travel expenses for only one trip to and from Lincoln.

"Most people don't understand that the senators' jobs are more than a 60 or 90 day thing," Clark said. "We feel there are many people qualified to run for the Legislature who simply can not afford to."

Senators who are farmers in western Nebraska and must commute periodically have to pay their own expenses, she said.

Clark said legislators should not have to hold down other jobs to support themselves.

"We believe it is time our legislators don't have to be subsidized by some other business or company," Clark said. "The message has not gotten across to the people of Nebraska that it's time they (senators) became full-time."

Clark said the women's group will study the problem until March, when they will begin their campaign. The group currently is working with a senator who is drawing up a bill for next session that would raise salaries, she said.

There are about 300 women in the group and Clark said, "We're very vocal."

"We plan to educate the women so they can go out and speak knowledgeably on the issue."

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